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TREK

"Inspire every athlete to redefine their limits"

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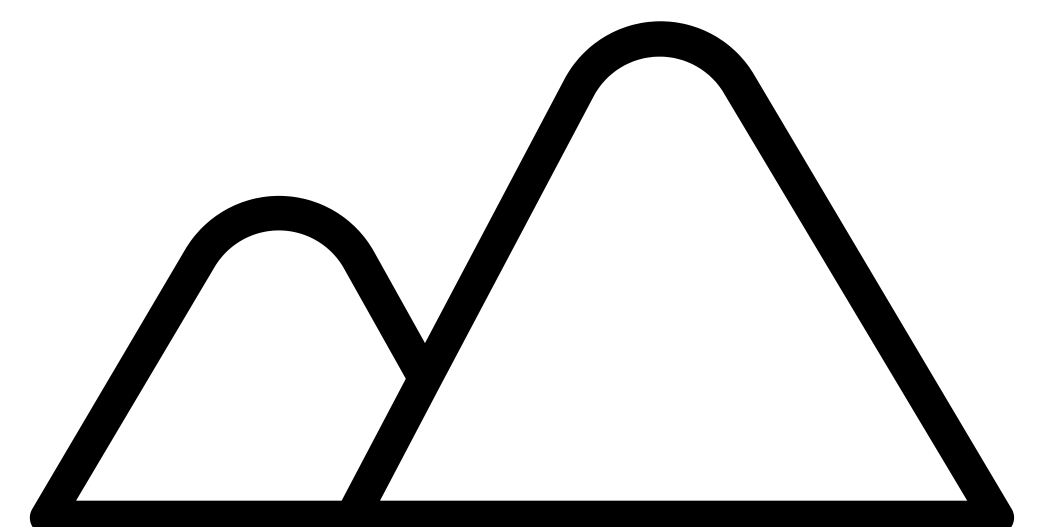
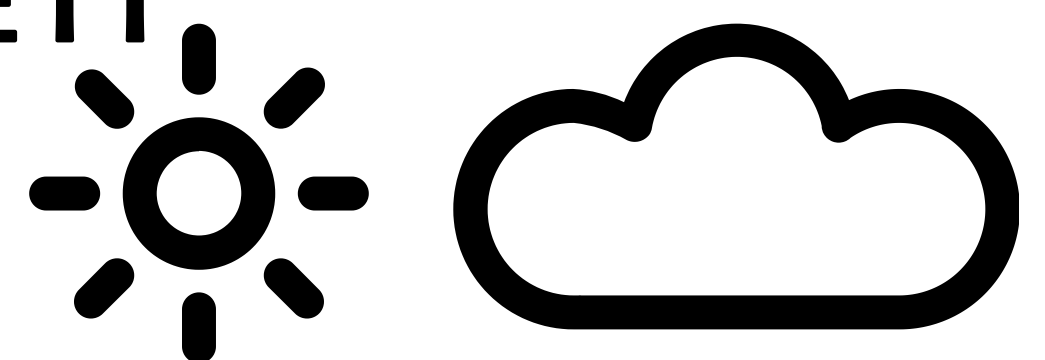
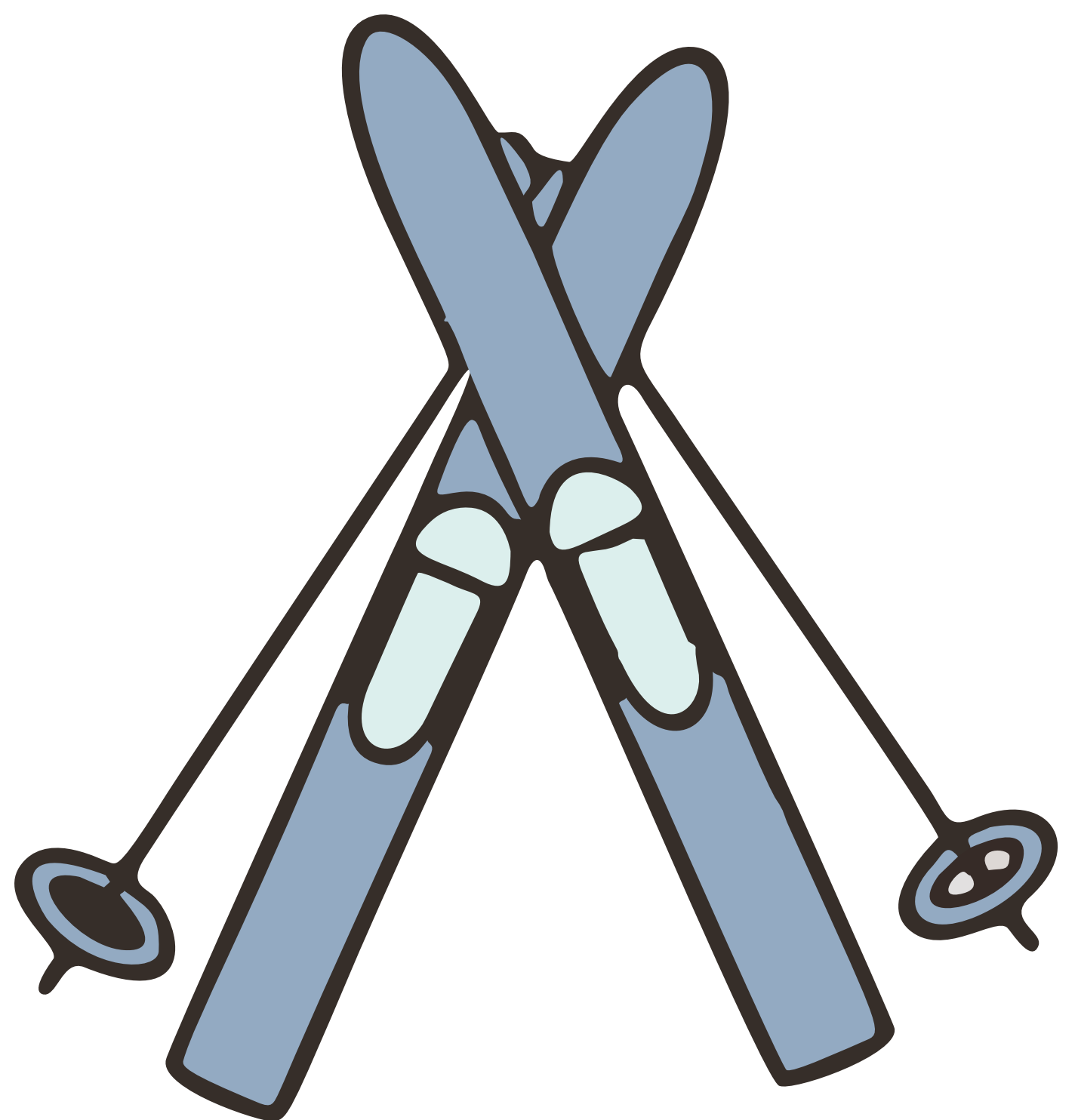
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EXECUTIVE SUMMARY

INTRODUCTION

Tree Line is a ski gear and outdoor lifestyle brand based in Winter Park, Colorado, dedicated to helping athletes redefine their limits by providing high-performance, durable, and affordable equipment. Serving skiers and outdoor enthusiasts ages 16 to 65, the company targets individuals who are passionate about mountain sports and seek a balance of performance, style, sustainability, and cost. Tree Line addresses a major gap in the outdoor industry, where customers are often forced to choose between overpriced gear with durability issues and low-quality equipment that lacks longevity, leading to frustration, high annual costs, and environmental waste. The company solves this problem by offering durable, stylish skis and gear made from recycled materials, combining long-lasting construction with artistic, customizable designs, while also creating a welcoming, community-driven retail experience. Its primary products include a wide range of skis, boots, apparel, and accessories, and it generates revenue through in-store, online, and event-based sales, as well as services like ski tuning, repairs, demos, and brand partnerships. Tree Line's key goals are to rapidly grow brand awareness through social media and events, build a strong and loyal community, and achieve significant early sales, with a target of selling 40,000 items within the first year, positioning itself as a more affordable, sustainable, and authentic alternative to traditional ski gear brands.





IDENTITY

MISSION/VISION

At Tree Line, our focus is on helping every athlete redefine their limits. We strive to design affordable, artistic, and durable gear built to withstand the toughest journeys. Committed to protecting the environment we depend on, we repurpose and recycle skis to reduce waste and give new life to the materials we use. Our vision is working toward a future where high-performance gear and environmental responsibility go hand in hand, and every ride leaves a lighter footprint on the planet.

BUSINESS DESCRIPTION

Tree Line is a ski gear and outdoor lifestyle company based in Winter Park, Colorado, created to provide athletes with high-performance equipment that is affordable, durable, and environmentally responsible. The company offers skis, boots, apparel, and accessories designed with reinforced construction, artistic customization, and recycled materials to create gear that performs well while reducing environmental impact. In addition to new products, Tree Line provides used equipment, ski tuning, repairs, and recycling programs that extend the life of gear and support a more sustainable approach to the sport. The business operates through a physical storefront, an online shop, and sales at ski events and competitions, combining direct customer interaction with broader market reach. Its retail space is designed to reflect a welcoming, community-focused mountain culture where customers can receive personalized guidance and connect with the brand.



PROBLEM

PROBLEM

The modern outdoor industry is currently failing enthusiasts by forcing a choice between overpriced technical gear and low-quality equipment that lacks both style and longevity. Customers are increasingly frustrated by premium brands that command high price points but deliver poor durability, resulting in systemic issues like delamination and gear failure within just two seasons. This cycle of "disposable" equipment creates a massive financial burden, with adventurers often wasting over \$1,000 annually on gear that ends up in a landfill. Beyond the product itself, the retail experience has soured; shoppers are met with skyrocketed pricing and "big-box" environments that have stripped away local mountain culture. Furthermore, the lack of eco-friendly, stylish options leaves consumers feeling disconnected from the environments they are trying to explore. Ultimately, the industry's shift toward condescending customer service and planned obsolescence has left a void for a brand that respects both the customer's wallet and the wilderness.

SOLUTION

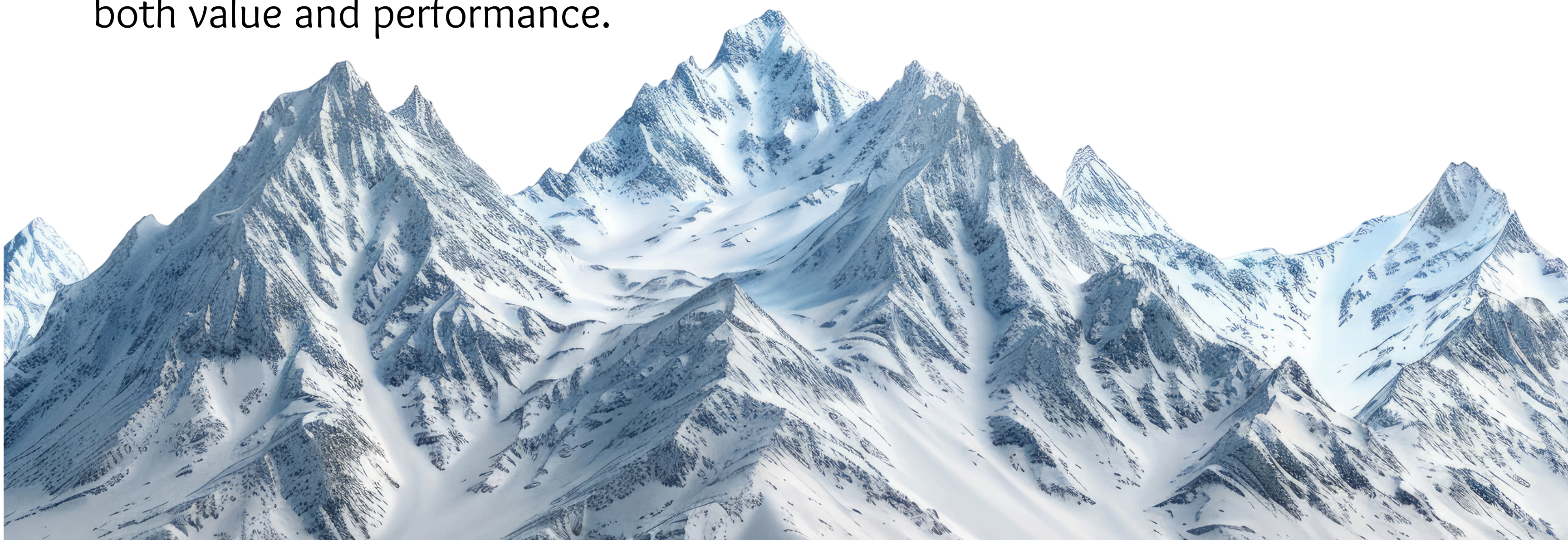
Tree Line solves the problem of expensive, easily breakable ski gear by offering durable, stylish skis and equipment made from recycled materials that reduce costs without sacrificing performance. Using reinforced construction and long-lasting wood-core design, the company breaks the cycle of "disposable" skis by providing gear built for durability and reliability. Tree Line also combines functionality with artistic, customizable designs, giving skiers equipment that reflects their personal style. Through welcoming, community-focused stores and strong customer service, the brand restores local mountain culture often missing from larger retailers. In addition, servicing and recycling programs extend the life of each product and reduce waste.



MARKET ANALYSIS

COMPETITION

Tree Line operates in a competitive ski-gear market that includes major global brands, mid-sized specialty companies, and highly trusted local shops. Large manufacturers like Atomic dominate through advanced technology, strong brand recognition, and visibility in professional competitions, but they often face durability concerns and higher price points. Smaller online brands such as J-Skis attract customers with artistic, handcrafted designs, yet their limited inventory and premium pricing restrict accessibility for many skiers. Local retailers like A Racer's Edge offer exceptional service and expertise, though their selection and pricing can be challenging for budget-conscious customers. This mix of competitors shows a market where customers must choose between high prices, limited supply, or inconsistent durability. Tree Line will differentiate itself by offering a wider selection of reliable, durability-tested gear at more affordable prices. By combining strong community presence with accessible pricing and dependable products, Tree Line will position itself as the go-to option for skiers seeking both value and performance.





MARKET ANALYSIS

TARGET MARKET

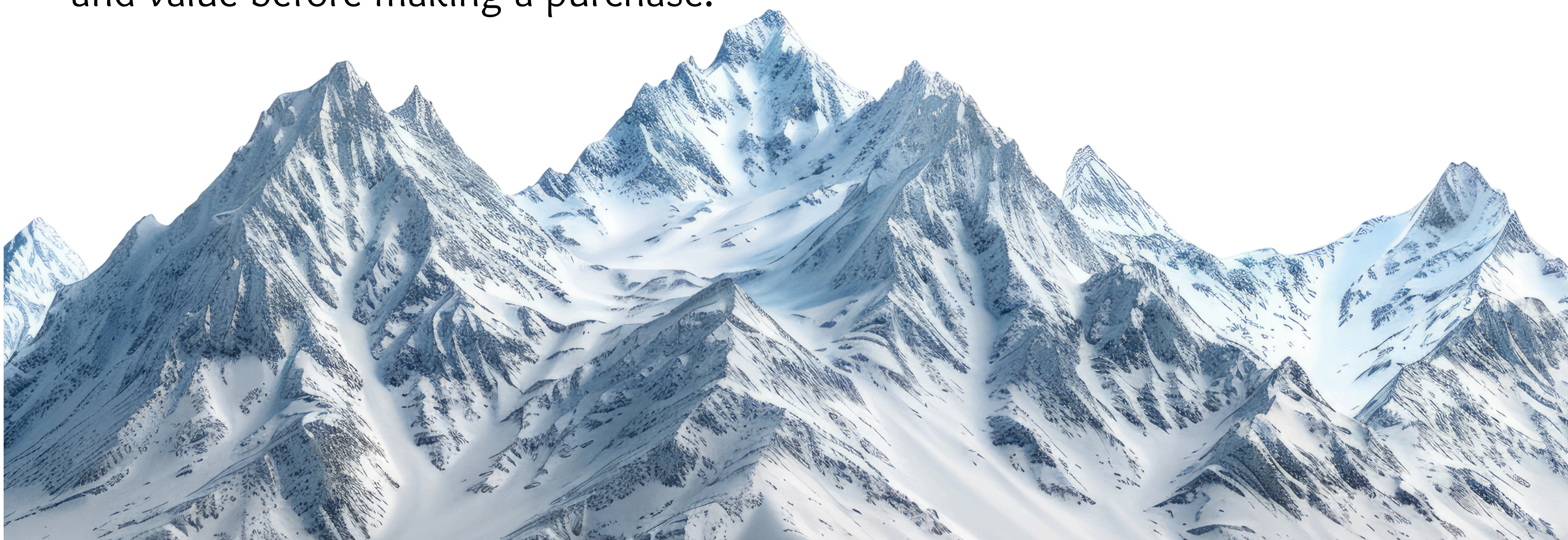
Tree Line's target customers are primarily adults aged 16 to 65, based on participation data from Colorado Ski Country USA. According to the National Ski Areas Association, the ski market skews 60% male and 40% female, which reflects the gender balance of the customers most likely to purchase ski gear. Most customers will come from the Winter Park, Colorado area, where the shop is located, but the online store will also attract buyers from across the U.S., Canada, and Europe, especially those living in ski-focused regions. Income data from the Colorado Department of Revenue shows that skiing participants typically fall into middle- to upper-income brackets, which aligns with Tree Line's expectation that its customers have the financial ability to spend consistently on ski gear and related products.

Tree Line's ideal customers live highly active, outdoor-focused lifestyles centered around skiing and other mountain sports. According to the Outdoor Industry Association, these individuals frequently participate in activities such as mountain biking, hiking, climbing, and trail running, showing that they value movement, adventure, and time spent outside. Their interests reflect a deep passion for the outdoors, and skiing is often their most loved hobby, making them eager to invest time and energy into improving their experience on the mountain. These customers also care strongly about sustainability and eco-friendly products, choosing brands that align with their environmental values. Overall, they are health-conscious, constantly on the go, and motivated by activities that support both their physical well-being and their connection to nature.

TARGET MARKET #2

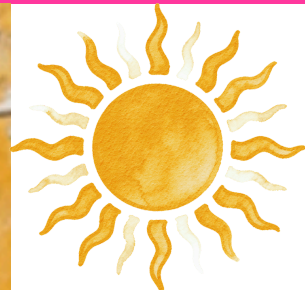
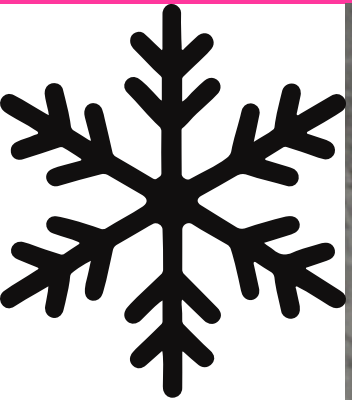
Tree Line's customers face a clear and consistent problem: ski gear is often too expensive, not durable enough, and fails long before it should, as highlighted by sources like The Snow Chasers. Many skiers feel frustrated because their skis, boots, and outerwear wear out quickly, forcing them to repeatedly invest in costly replacements just to keep enjoying the sport they love. Without an affordable and reliable option, these customers risk spending beyond their budget and potentially limiting how often they can ski. As a result, many are turning to used gear, secondhand marketplaces, or "good-enough" equipment in an attempt to save money, even though these options may not fit well or perform reliably. Tree Line connects directly to this need by offering durable, reasonably priced gear that helps skiers stay on the mountain without sacrificing quality or breaking their budget.

Tree Line's customers make purchasing decisions based on where they feel the most connected, informed, and confident about the gear they choose. Many prefer to shop at local, fun-vibe stores that create a positive experience, a trend supported by Forbes, which notes that consumers increasingly seek out authentic and enjoyable retail environments. They typically discover new ski products through social media, recommendations, and athlete sponsorships, which strongly influence what brands they trust and consider. Deloitte reports that outdoor consumers rely heavily on these digital and social channels when deciding what gear to buy. Ultimately, price and functionality are the biggest factors in their final decision, with customers comparing durability, performance, and value before making a purchase.



PRODUCTS AND SERVICES

MENU



TREE LINE

PRODUCTS

Downhill skis - \$600

SG skis - \$500

GS skis - \$400

Slalom skis - \$400

Freeride skis - \$300

All Mountain skis - \$300

Used/recycled skis -
\$100-\$200

Race boots - \$200

Free ride boots - \$175

Touring boots - \$200

Ski backpack - \$100

Ski buffs/hats - \$10 each

Race suits - \$175

Ski jacket - \$125

Ski pants - \$125

Sweat suit - \$75 - \$30 per piece

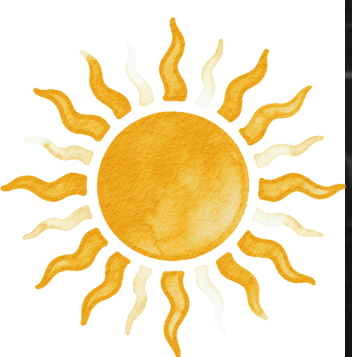
SERVICES

Full race tune - \$40

Regular tune - \$20

Base repair - \$50

Ski recycle - free and discounted new pair of skis





PRODUCTS AND SERVICES

PRODUCT DESCRIPTION

Tree Line generates revenue primarily through the direct sale of ski equipment, including downhill, GS, slalom, freeride, all-mountain, and used skis, as well as boots, apparel, and accessories. These product sales occur in-store, online, and at local ski events, creating multiple customer touchpoints and steady year-round income. In addition to gear sales, Tree Line earns service-based revenue through ski tuning, base repairs, and recycling programs that encourage repeat visits and long-term customer loyalty. The business also plans to expand into ski demos, offering paid trial experiences that help customers test equipment before purchasing. Advertising partnerships with local outdoor brands and event sponsors provide an additional secondary revenue stream. Together, these channels create a balanced mix of product, service, and promotional income. As Tree Line grows, the combination of high-quality gear, reliable services, and community-focused offerings will support strong and sustainable revenue.





ORGANIZATION AND MANAGEMENT TEAM

Tree Line is currently led by its founder, **Riley Armstrong**, who oversees storefront operations, approves product designs, manages social media, and performs tuning and quality control. The business also relies on several essential roles, including ski engineers, clothing engineers, tailors, artists, machinery managers, stock trackers, sales consultants, cashiers, and customer-facing staff. Additional key positions include an online sales manager, a social media manager, and a supply chain manager responsible for tracking materials, tools, and equipment. These roles ensure that Tree Line can design high-performance gear, maintain inventory, operate its storefront, and manage both in-person and online sales. As the company grows, Tree Line plans to expand its leadership structure by adding a co-CEO, department executives, a warehouse manager, and a franchise manager to support broader operations. Together, this team structure provides the foundation needed for Tree Line to strengthen its brand presence, and deliver consistent value to customers.





MARKETING

MARKETING ACTIVITIES

Tree Line will promote its energetic brand through social media, focusing on Instagram and TikTok where millions of users engage daily. Posts will highlight Tree Line's designs and products in both action shots and still photoshoots, featuring employees, sponsored athletes, and the outdoor community that defines the brand. The company will also market its gear at major competitions and community events, allowing athletes and fans to experience products firsthand. Tree Line will attend local ski competitions throughout Colorado and larger regional events when invited. Each event will include a welcoming booth with a tent, live product demos, and on-site sales for easy customer access. To expand reach, Tree Line will partner with influencers and sponsor talented athletes aged 14 and older who compete at high levels.

MILESTONES

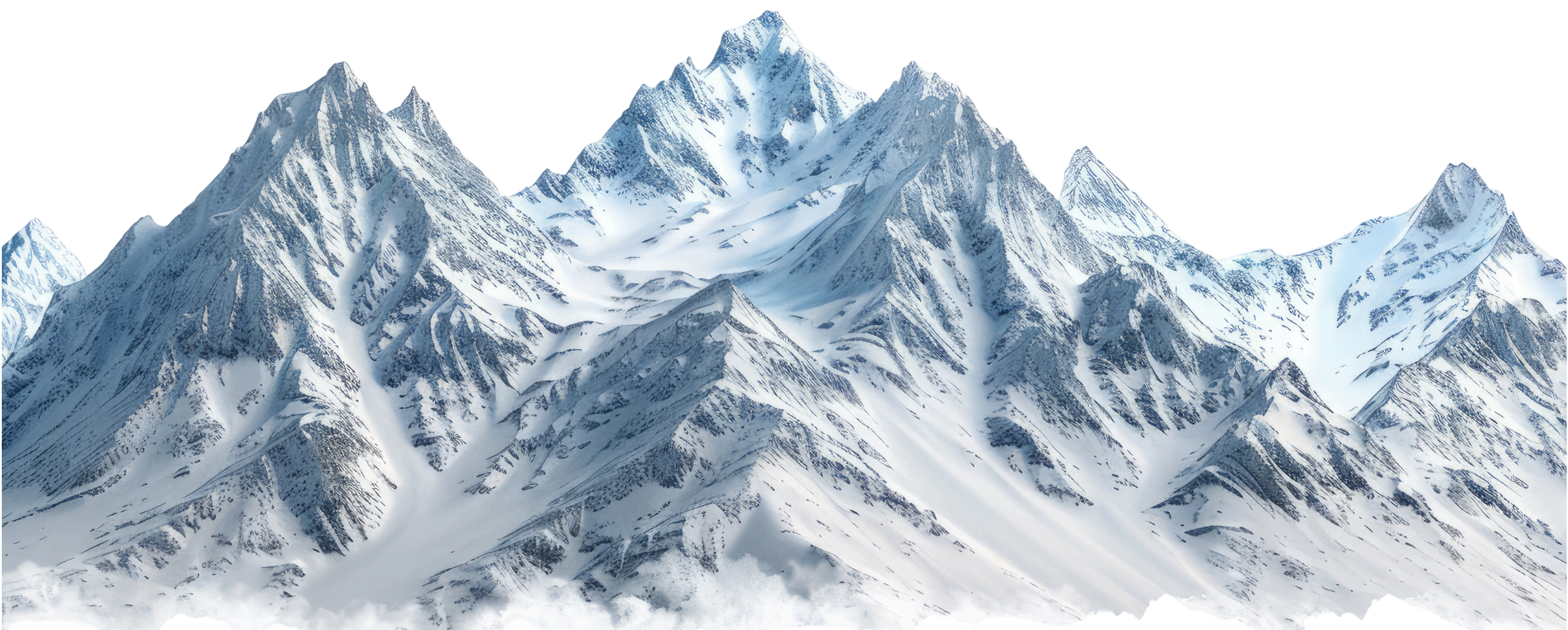
Over the next year, Tree Line will focus on building a large and engaged social media following, aiming to reach this milestone within the first five months. During this same period, the company will work to secure invitations to major skiing and outdoor events, targeting its first large-scale event appearance by month four. As Tree Line's visibility grows, the business plans to steadily increase production and sales, with a goal of selling 40,000 items within twelve months. Achieving these milestones will require consistent time investment, strategic content creation, and a growing team to support operations and social engagement. Tree Line will also rely on community involvement and customer interaction at events to strengthen brand recognition. Together, these achievable goals will position the company for strong early growth and long-term success.



FINANCIALS

EXPENCES

Tree Line will have a range of startup expenses, including machinery for ski pressing, tuning equipment, initial materials, tools, and the setup of a storefront or workshop. Additional early costs will include branding assets, signage, a website, and the construction of event booths for local races and mountain events. Once operating, Tree Line will manage fixed monthly expenses such as rent, insurance, electricity, Wi-Fi, and employee wages. The business will also have variable expenses that fluctuate with production and sales, including material restocks, packaging, shipping, and paid marketing campaigns. Event-related costs, such as booth fees, travel, and sample production, this will also contribute to ongoing variable spending. Together, these expenses form the company's operating costs and ensure Tree Line can consistently produce high-quality gear, maintain its retail presence, and engage customers both online and at events.



FINANCIALS

Costs	costs	Variable costs	monthly	yearly
retail space+buildout	\$100,000.00	Wood Cores	\$900	\$10,800
warehouse	\$50,000.00	structural Layers	\$500	\$6,000
ski press	\$80,000.00	Edges & Bases	\$1,000	\$12,000
lisences/permits	\$100,000.00	Epoxy & Graphics	\$1,000	\$12,000
branding	\$10,000.00	Consumables	\$400	\$4,800
R&D and Prototyping	\$50,000.00	Wholesale products	\$50,000	\$600,000
Specialized Machinery	\$150,000.00	Shipping & Packaging	\$1,000	\$12,000
Raw Materials	\$50,000.00	taxes	\$1,000	\$12,000
Wholesale Buy-in	\$170,000.00	rent	\$5,000	\$60,000
Display & Fixtures	\$30,000.00	electricity	\$2,000	\$24,000
website/online storefront	\$15,000.00	ski engineers	\$75,000	\$900,000
insurance	\$20,000.00	sponsored individuals	\$1,000	\$12,000
		cashiers	\$40,000	\$480,000
		boot fitters	\$35,000	\$420,000
Total	\$825,000.00	stock and retail managers	\$35,000	\$420,000
		online storefront manager	\$40,000	\$480,000
Projected expenses		design engineers	\$60,000	\$720,000
year 1	\$7,737,600	product managers	\$40,000	\$480,000
year 2	\$8,511,360	employees	\$5,000	\$60,000
year 3	\$9,362,496	marketing	\$1,000	\$12,000
		totals	\$394,800	\$4,737,600
profit losses		Sales numbers		
year 1	\$262,400	selling price per unit	\$200	
year 2	\$688,640	cost per unit	\$75	
year 3	\$1,217,504	profit per unit	\$100	
		number of units (year 1)	40,000	
		Projected income (revenue)		
		year 1	\$8,000,000	
		year 2	\$9,200,000	
		year 3	\$10,580,000	

IMAGES

INSTAGRAM

treeline Follow ... **treeline** Follow ... **treeline** Follow ...

18,925 likes
treeline create dreams like Braathen
#createdreams #redefine #TreeLine
View all 133 comments

9,647 likes
treeline where passion meets performance.
Experience Tree Line at your favorite competitions – gear up, test it, and redefine your limits. Want us at your event? Link in bio.
#TreeLine #OutdoorGear #SkiLife #ColoradoEvents #RedefineAdventure
View all 112 comments

10,824 likes
treeline Hant dreams like Braathen.
Experience free Line at your favorite competitions - gear up, test it, and redefine your limits.
#TreeLine #NightRun #ReLine #SIColorado #RedefineSpeed #SkiColorado

This is Tree Lines instagram page. A Instagram page fits our audience because this is where many athletes spend their free time looking for new products, sponsorships, and new fun stores in their area. We post 4x a week to keep our customers updated on new products, events, and results. Each post connects to our target customer because they are in a stylish and active setting which is much alike the dream lifestyles of our customers.

SPONSORED ATHLETES



EVENT BOOTHS



TreeLine's event booths will serve as interactive brand showcases at local mountain events and races. Each booth will feature a branded canopy tent or open trailer equipped with tables, product racks, and promotional signage. Inside, visitors can browse popular TreeLine products, receive complimentary stickers or keychains, and engage directly with the brand. Customers will have the option to demo gear for a daily fee or purchase products on-site, creating both an accessible retail experience and an opportunity for hands-on product engagement.

**TREE
LINE**